



IASMS IMPRINTS

Vol: VII | Issue: 1 | July 2022

A Bi-Annual Newsletter from IASMS

IASMS – IA SCHOOL OF MANAGEMENT STUDIES

ALUMNI MEET - REMEMBER



Alumni members present during the meet and students presenting the cultural program

21st May 2022

Building and maintaining relationships with alumni is crucial for the growth of any institution. Alumni are incredibly helpful for campus recruitment, retention and career preparation efforts of the fresh batches walking into the institution. IASMS through its alumni meet has created the opportunity to showcase alumni accomplishments, and position prominent alumni as engaged leaders through various events and mentoring sessions. Such interactions have provided learners with accessible role models and visible career paths to complement classroom curriculum.

During the event a lively video was presented having a compilation of photos of all batches of students which brought back good memories of their days at IASMS. This was followed by a cultural program which included a group song and dance which showcased the talent of our current students.

A quiz program was also organized consisting of funny ads and the alumni were asked to guess the brand. The funny ads and the cultural program added the fun element in the proceedings which led to the sharing of good memories by the alumni and former teachers about their experiences at IASMS.

IA SCHOOL OF MANAGEMENT STUDIES

Affiliated to Bengaluru North University | Approved by AICTE

Hennur Cross, Hennur Main Road, Bengaluru - 560 043. www.indianacademy.edu.in/iasms

From The Director's Desk

*“And when it rains on your parade, Look up rather than down
Without the rain, there would be no rainbow”*

- Gilbert K Chesterton

As we picked up pace slowly after Covid-19 pandemic lull, it is indeed heartening to present before you this issue of our Newsletter - Imprints. IA School of Management Studies (IASMS) has always made an endeavour to provide management education that ensures students are well prepared to thrive and steer confidently to step into their chosen careers.

A recent survey by GMAC provides an encouraging forecast and spells out robust demand for business school graduates with nine in 10 of them expecting it to increase or remain stable in the next five years. The salary and hiring of MBA graduates are expected to return to the pre-pandemic level. Optimistic predictions such as these when complimented with the wide array of activities organised at IASMS, provides a sense of positive reinforcement and a source of continuous improvement to our aspiring future managers. An exhaustive account of events and initiatives taken at IASMS is provided in this issue of Imprints. We hope you enjoy reading the same.

Dr. Reena Shyam
Director, IASMS



Editorial

Dear Readers,

Happy to share the first issue of 2022 of our bi-annual newsletter IMPRINTS at IA School of Management Studies (IASMS).

As we slowly recover from the setbacks of COVID 19, this year has brought us joy and opportunity to come back to campus and resume a normal campus life. I am excited to share with you the series of activities and events conducted to encourage our students to learn and grow at IASMS. This issue of the newsletter showcases the key highlights of the events organized and conducted on various occasions, giving back the flavour of living a meaningful campus life to all our students.

Hope you enjoy your time reading this issue of the newsletter.

Dr. Rahul M Das
Editor - IMPRINTS



GRADUATION DAY

13th November 2021

IA School of Management Studies (IASMS), organized the Graduation Day for the (XVI) batch of 2019-2021. The Chief Guest on this occasion was Mr. Ravi Gowda, CEO, Global Mergers, who graced the event along with Dr. T Somasekhar, Chairman, Indian Academy Group of Institutions, and Dr. Reena Shyam, Director, IA School of Management Studies.



Our XVI batch of 2019-2021 Graduating Students

INDUSTRIAL VISITS

Industrial Visit to ISKCON Akshaya Patra

27th October 2021–As a part of our consistent efforts to blend theoretical concepts with practical experiences, the students from Second semester were taken to ISKCON to witness the overall operations and management of Akshaya Patra, a not-for-profit organization headquartered in Bengaluru, India. The organization strives to eliminate classroom hunger by implementing the Mid-Day Meal Scheme in government

Schools and government-aided schools. The students were escorted to the kitchen where the mid-day meals are prepared. The objective for this industrial visit was –

- To provide students with an insight on the Akshaya Patra initiative.
- To enhance student's knowledge on Operations Management.



Industrial Visit to ISKCON

Outbound Learning – Industrial Visit to ICP India Pvt Ltd

17th November 2021– IA School of Management Studies (IASMS) organized an outbound learning visit to familiarise students about the manufacturing of fabric glasses and its process as part of our practical learning experience. Founded by a team of engineers from MICO-Bosch and National Aerospace Laboratories and led by the Founder President-KAFI (Karnataka Association of FRP Industries), the company remains the pioneer in the field of composites in India.



Students walking through the facility at ICP India Pvt Ltd

Industrial Visit – VRL Logistics

14th December 2021 – Yet another opportunity for our students to get exposed to industry best practices, IASMS organized a one-day visit to VRL Logistics Ltd. The students were given a detailed walkthrough of the operations of VRL's logistics management by Mr. Vijayanandaiah S S, VP – Operations.

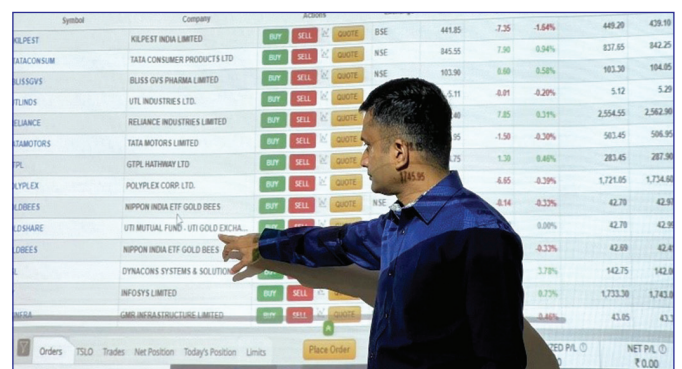


Industrial visit to VRL Logistics

WORKSHOPS

NISM – Workshop on Financial Education for Young Citizens

12th November 2021 – A one day workshop on financial markets was organized in collaboration with NISM to provide a learning platform to students on how to effectively manage financial goals and skills required for trading in Indian equity and derivatives markets. Overall, the workshop provided a simplified understanding of complex theoretical and practical aspects of financial concepts, how trading needs to be done in the equity market.



Faculty from NISM taking session on Financial Literacy

Workshop on Intellectual Property Rights (IPR) - Retrospect Status and Prospects

20th November 2021 - A seminar on IPR was organised by IA School of Management Studies. Prof. Jaffer Mohammed, Principal, Indian Academy Evening College gave a brief introduction on IPR and explained the various related terms such as copyrights, patents etc. Students were taught on how IPR restricts copying others' ideas and how this will help the development of new ideas for the betterment of the society. Students learnt how IPR provides total control over a new innovation and its creator. The key learning was around how to indulge in innovating and patenting ideas.

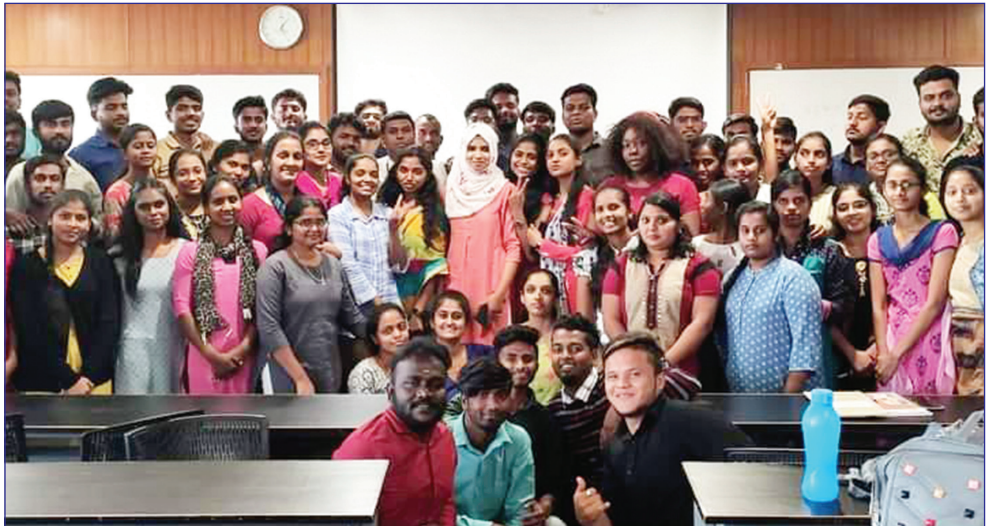


Prof. Jaffer Mohammed interacting with students

Career Building Session - Awaken the Superhero in You

8th & 9th March 2022 - A session on Career Building was organized on the topic 'Awaken the Superhero in You'. Prof. Ramani Venkat, a well-known trainer in the field of personality development having a flair for connecting with students gave valuable insights on how to develop a confident You. The session primarily focused on sharing insights about how to develop strategies like Branding yourself, how

to explore ourselves individually as well as in a team and grab the opportunity, and how to be effectively interact in our workplaces. The session had several activities that aimed at building confidence, interpersonal skills and team spirit among the students. Exploring oneself and having an open mindset to work with others was also a takeaway from the session.



Students participating in various activities

Intellectual Property Workshop

23rd April 2022 - An IPR Workshop on Business Valuation of Intellectual Property Rights was held by Prof. Jaffer Mohammed, Principal, Indian Academy Evening College and the Adjunct Professor of Department of Commerce - PG Studies. Prof. Jaffer introduced students to the concept of IPR and related terms that truly set the mood for an array of discussions on how IPR restricts unethical practice of copying innovative ideas and how this in turn helps unveil new ideas the world witnessed never before.



Prof. Jaffer Mohammed addressing the students on IPR

Workshop on Research Methodology

14th May 2022 - IA School of Management Studies organized a workshop on research methodology focusing on how to write good Research Report. Prof. K.S.Surya Narayana, Director of Academic Excellence at Indian Academy Group of Institutions opened the forum for discussion by sharing the golden thought 'Learning is thriving'. Without curiosity and research, progress would slow to a halt, and even our quest for answers to many mysteries would remain unanswered. Prof. Surya concluded the session on a constructive thought about how educational institutions are becoming more interested in Innovations and how research is finding its place in the minds of students.



Prof. Surya Narayana sharing his insight with students on Research Methodology

STUDENT DEVELOPMENT PROGRAMS

Human Rights Day



Presentation by students of IASMS

20th November 2021 – The students of IASMS organized a session on ‘Women Rights’ focusing on how to establish gender equality, protect fundamental human rights and overcome all forms of discriminatory practices. A video making contest on “Women Rights” was hosted by the MBA students. Students developed the understanding that gender equality is not only a fundamental human right, but a necessary foundation for a peaceful, prosperous and sustainable world.

International Day of Tolerance



Student volunteers performing and presenting on the theme of Tolerance

16th November 2021 – IA School of Management Studies (IASMS) had organized an event to celebrate the “International Day for Tolerance” to sensitize the students and staff on respecting and accepting the practices of equality and mutual well-being. The theme for the event was focused on ‘Overcoming Women Harassment’. The students of IASMS demonstrated the existing mindset and evil practices that the women in our society undergo each day through their play.

GUEST TALKS

Guest Talk on Managing Healthy Lifestyle



4th December 2021 – A sound mind with a sound body makes an individual perform at their best in every aspect of life. With a similar intent Prof. Rajarajan P, HOD, Department of Microbiology, IADCA delivered a guest talk on the need and importance of understanding one’s responsibility towards our own body. Focusing on health and hygiene, the talk emphasized on the importance of a balanced diet, physical exercises and daily hygiene that together promotes good health.

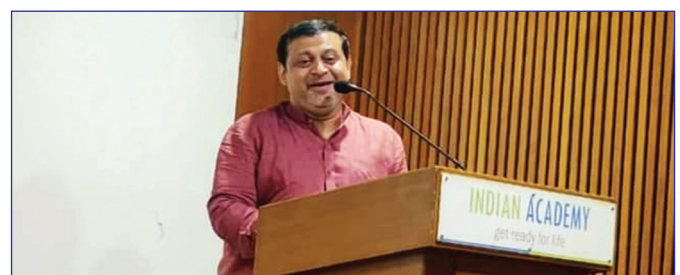


Prof. Rajarajan P addressing the students on Managing Healthy Lifestyle

Knowledge Bridge- Leadership Excellence



12th April 2022 – IASMS organized Knowledge bridge (Leadership Excellence) session for the I Semester MBA students where Mr Deepak Thimaya addressed the gathering, sharing his life experiences and guiding the students on how to build Moral courage, to have good substance, value and worth in life, develop confidence and become effective leaders. The key learning for students was to understand how smart decision-making leads to success.



Mr. Deepak Thimaya addressing the students on Leadership Excellence

Success Mantra for a Promising Career

2nd May 2022 - An expert talkon 'Success Mantra for a Promising Career' was organized where Ms. Abhilasha Srivastava, Trainer at ICAI Bangalore and Mumbai, and at Navy children school opened the forum for discussion by narrating the success stories of few popular personalities who had a humble beginning, yet

became quite successful in both Career and Life. She stressed on the importance of mental wellbeing to have a clear vision and goal for future, gain confidence and emerge successful in Career and Life. The talk concluded on a promising note, "Happier employees build Happier Work Places and Happier Homes".



Ms Abhilasha Srivastava addressing the students



CLUB ACTIVITIES

HR Club - Ensemble



Students participating in the activities

10th December 2021 - The HR club aims to create a conducive learning environment where students share their knowledge and experiences in the field of HR. The competitions were intended to encourage students to demonstrate diverse thinking, stimulate brainstorming and critical thinking, which are essential prerequisites for students.

Marketing Club – Niche – Product Launch in Rural Market



Students making presentation during the competition

11th December 2021 - The marketing club aims to keep itself relevant by conducting a plethora of activities focused on spreading knowledge related to the marketing domain. The club aims to develop innovative solutions by the students to tackle customer problems while also continuing to come out with

strategies to stay ahead of competition. Events like Logo Login, Innovation Lab and Marketing Quiz help to direct students to use the skills, tools and concepts that are required to succeed in the business world.

'Product Launch in Rural Market' - The event provided an opportunity for the students to think out of the box and share innovative ideas for launching a new product in the rural market.



IASMS Student Ambassador Program-Peer Trainers

13th – 21st December 2021 - IA School of Management Studies (IASMS) believes that a fertile ground for learning in management education can be created only by nurturing a collaborative learning environment. Faculty and student partnership go a long way in transforming students into

confident and enterprising individuals. A novel way to achieve this goal is to mould and prepare our students as ambassadors who can be the voice and face of our college. This initiative also enables our students to develop higher-level thinking, effective communication, self-management, and leadership skills.



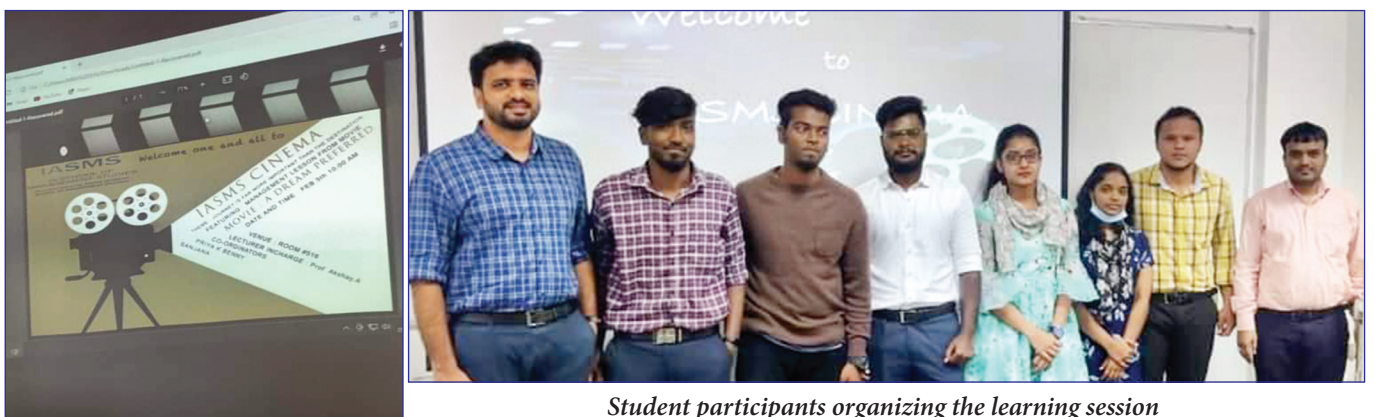
Students participating in peer learning sessions

Management Lesson from Movie

5th February 2022 – The fresh batch of 2021-23 students at IA School of Management Studies organized the event on Management lesson from movies and the theme of the event was 'Journey is far more important than the destination.' The movie titled 'A Dream Preferred' was played, which shared the exploration of five black men and their entrepreneurial journey in making their ice cream business successful. Apart

from entertainment, the key takeaway for students from the movie were:

- Living your dreams with tolerance and hard work
- Failure teaches lifetime lessons for success
- Appreciate the efforts irrespective of the results
- Develop a never give up attitude
- Teamwork results in pooling of different creative ideas which helps in being successful



Student participants organizing the learning session

Tweet up – Formal Introduction

18th February 2022 - New life, new friends: To ensure that first-year MBA students quickly feel at home at IASMS, Tweet up: An Icebreaker session was hosted by III SEM MBA students for the new batch of 2021-23. The formal welcome party is an excellent opportunity for the new students to get to know each other and network with their seniors.

The final year students organized self-Introduction activity, corporate games and team building activities. A session that enabled the freshers to explore their inner talents and expand their network. The event marked the beginning of friendship between the seniors and the freshers.



Fresher's welcomed by the seniors and faculty of IASMS

World NGO Day

26th February 2022 – On occasion of World NGO Day students of IASMS visited Louisa Children's Home and conducted several recreational activities for the children to participate,

have fun and enjoy their day. The activities included balloon decoration, dancing, singing and other games. The event was all about spreading happiness and smiles for those kids.



Celebrating the joy of sharing and caring

Achievers Day

07th March 2022 - IASMS strongly believes in nurturing and motivating students to deliver their best and invest in continuous improvement. The institution provides a platform to students for participating in management events, club activities, peer learning sessions and extension activities. As a culture of appreciation at IASMS, we appreciate and award the hard work of students who actively participate and emerge as winners of different competitions.



Awarding the student achievers

Consumer Rights Day

15th March 2022 - IA School of Management Studies organized consumer awareness event on the occasion of World Consumer Rights Day. The students took initiatives to educate the general public about their rights as consumers by distributing pamphlets containing valuable information about toll free numbers and email ids where customers could register their grievances. Multiple teams of students interacted with pedestrians and customers visiting retail stores surrounding Kalyan Nagar and educated them about the rights that consumers enjoy while purchasing and consuming goods and services.



Students interacting with customers and storekeepers



Zero Discrimination Day

11th March 2022 - IA School of management studies (IASMS) organized QUIZZICALL on the occasion of “ZERO DISCRIMINATION DAY” to create awareness among students about respecting and recognizing the rights and beliefs of fellow human beings. The event was organised at Indian academy PU University College. The objective of this event was to create awareness and sensitize participants about bias and discrimination fostering a culture of zero discrimination in the campus.



Student representatives organized the event

FORA

26th March 2022 - IA School of Management Studies organized “FORA” for the I Sem MBA students on management trends and events that familiarized students with contemporary topics in business. The event was intended to improve the public speaking skills of students and help them overcome the stage fear to develop their presentation skills.



Students making presentation on various business topics

Outbound Learning Program – Break through

29th March 2022 – The I Semester MBA students were a part of an adventure learning program at 'Break through – Defining Leadership and Team building experience'. The trainers at Break through conducted sessions for the students which were a unique blend of fun and learning. Students were encouraged to challenge themselves pushing

their physical and mental boundaries to overcome barriers to teamwork and effective participation. In addition to cultivating problem-solving and leadership skills, such outbound adventure learning helped students deepen their bond with each other and understand each other's strengths.



Team of students performing outbound activities

CLIQUE

31st May 2022 - The Students with the guidance of faculty team of IA School of Management Studies conducted team building activities CLIQUE “Build Bridges & Not Barriers” for the I and IV semester students. Such

planned initiatives provided a platform for discussion, enabled open communication among students, improve mutual relationships and in turn, the quality of campus life.



Students performing various activities for effective team building skills



At IASMS, we ensure each of our student gets the flavour of college life coupled with learning and fun that provides a holistic experience of undergoing the developmental change. The classroom sessions, guest talks, workshops, training programmes, all are focused towards one direction i.e., how can we create value for every student who desires to shape their career by being a part of the IASMS family. With an undaunted spirit and enthusiasm, IA School of Management Studies continues to create value for each of our students through various initiatives. We will be back with our next bi-annual newsletter for all our readers to cherish the innovative learning practices implemented at IASMS.